

# New Order

**Agency:** GMMB  
**Office:** Washington  
**Client:** 95 - Obama for America  
**Product:** 101 - Candidate Orders  
**Piggyback Product:**  
**Estimate:** 1549 - OFA Sked C 8/4-8/17

**Station:** WFOR-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 8/2/2012 1:57:29 PM

**Flight Start:** 08/04/2012  
**Flight End:** 08/17/2012  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** Local  
**Rep Office:** WFOR-TV  
**AE:** Susan Inker-Puretz  
**Phone:**  
**OrderID:** 2235808  
**Status:** Pending Review

**Airtime Dollars:** \$133,750.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$133,750.00  
**Total Spots:** 140

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/4 8/11		Total				
								Spots	Rtg	CPP	Imp	CPM
1	MTuWThF 7A-9A M-F CBS THIS MORNING	EM	\$300.00	C	30	5	3	8	0	\$0.00	0	\$0.00
2	MTuWThF 9A-12P M-F 9A-12N	DT	\$300.00	C	30	5	3	8	0	\$0.00	0	\$0.00
3	MTuWThF 11A-12P PRICE IS RIGHT 1&2	DT	\$600.00	C	30	5	3	8	0	\$0.00	0	\$0.00
4	MTuWThF 12P-12:30P NEWS AT NOON	DT	\$500.00	C	30	5	5	10	0	\$0.00	0	\$0.00
5	MTuWThF 12:30P-2P CBS SOAPS	DT	\$750.00	C	30	8	8	16	0	\$0.00	0	\$0.00
6	MTuWThF 2P-3P THE TALK	DT	\$400.00	C	30	3	0	3	0	\$0.00	0	\$0.00
7	MTuWThF 3P-4P THE DOCTORS	EF	\$350.00	C	30	5	5	10	0	\$0.00	0	\$0.00
8	MTuWThF 4P-5P DR. PHIL 4P	EF	\$500.00	C	30	5	5	10	0	\$0.00	0	\$0.00
9	MTuWThF 5P-5:30P CH4 NEWS AT 5PM	EN	\$1,100.00	C	30	3	3	6	0	\$0.00	0	\$0.00

# New Order (Page 2)

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 Flight End: 08/17/2012

Order ID: 2235808  
 Estimate: 1549 - OFA Sked C 8/4-8/17  
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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/4	8/11	Total Spots	Rtg	CPP	Imp	CPM
10	MTuWThF 5:30P-6P CH4 NEWS AT 530PM	EN	\$1,100.00	C	30	2	2	4	0	\$0.00	0	\$0.00
11	MTuWThF 6P-6:30P CH4 NEWS AT 6PM	EN	\$1,100.00	C	30	1	1	2	0	\$0.00	0	\$0.00
12	MTuWThF 7P-7:30P ENT.TONIGHT 7P	PA	\$900.00	C	30	5	5	10	0	\$0.00	0	\$0.00
13	MTuWThF 7:30P-8P THE INSIDER	PA	\$900.00	C	30	5	5	10	0	\$0.00	0	\$0.00
14	MTuWThF 11:35P-12:37A LETTERMAN	LF	\$450.00	C	30	5	0	5	0	\$0.00	0	\$0.00
15	SaSuMTuWThF 11P-11:35P CH4 NEWS M-SUN 11P	LN	\$1,500.00	C	30	3	3	6	0	\$0.00	0	\$0.00
16	Tu 9P-10P NCIS: LOS ANGELES	PT	\$4,500.00	C	30	1	1	2	0	\$0.00	0	\$0.00
17	Tu 10P-11P PERSON OF INTEREST	PT	\$3,500.00	C	30	1	1	2	0	\$0.00	0	\$0.00
18	W 9P-10P CRIMINAL MINDS	PT	\$4,000.00	C	30	1	1	2	0	\$0.00	0	\$0.00
19	Th 9P-10P BIG BROTHER THU 9P	PT	\$3,600.00	C	30	1	1	2	0	\$0.00	0	\$0.00
* 20	Th 10P-11P <i>Reason</i> THE MENTALIST	PT	\$4,000.00	C	30	1	1	2	0	\$0.00	0	\$0.00
21	Sa 11:30P-12:30A ET WKND	LF	\$300.00	C	30	2	2	4	0	\$0.00	0	\$0.00
* 22	Su 11A-11:30A <i>TP</i> CBS4 NEWS & VIEWS - SUN	DT	\$200.00	C	30	1	1	2	0	\$0.00	0	\$0.00
23	Su 8P-9P BIG BROTHER SUN 8P	PT	\$3,600.00	C	30	1	1	2	0	\$0.00	0	\$0.00
* 24	Su 10P-11P <i>henry</i> NYC 22	PT	\$3,000.00	C	30	1	1	2	0	\$0.00	0	\$0.00
25	Su 12:05A-1:05A ET 60 WKND	LF	\$250.00	C	30	2	2	4	0	\$0.00	0	\$0.00

## New Order (Page 3)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len			Total Spots	Rtg	CPP	Imp	CPM
						8/4	8/11					
						Total Spots:		77	63			
						Total GRP:		0.0	0.0			
									0.0			
Cash\$ - Spots: \$133,750.00 - 140						Trade\$ - Spots: \$0.00 - 0		Total Cost: \$133,750.00		Total CPP/CMP: \$0.00		